



November 13, 2023

To: Members of the Board of Directors

From: Darrell E. Johnson, Chief Executive Officer

A handwritten signature in blue ink, appearing to read "Darrell E. Johnson", is written over the "From:" line.

Subject: Approval to Release Request for Proposals for the Next Safe Travels Education Program Project

Overview

The Orange County Transportation Authority has developed a request for proposals to initiate a competitive procurement process to retain consultant services for the Next Safe Travels Education Program project. In collaboration with the Orange County Health Care Agency, the project aims to improve safe walking and biking by hosting education and encouragement activities and conducting infrastructure evaluation at 25 public elementary schools serving disadvantaged communities within Orange County.

Recommendations

- A. Approve the proposed evaluation criteria and weightings for Request for Proposals 3-2896 for selection of a consultant to deliver the Next Safe Travels Education Program project.
- B. Approve the release of Request for Proposals 3-2896 for consultant services to deliver the Next Safe Travels Education Program project.

Discussion

Safe Routes to School is an international movement that uses education programming and infrastructure to improve safety and encourage students to walk and bike to school. In 2019, the Orange County Transportation Authority (OCTA), in partnership with the Orange County Health Care Agency (OCHCA), began work on the Safe Travels Education Program (STEP) Campaign (Campaign). Over the following two and a half years, the Campaign recruited 25 schools (Attachment A) serving disadvantaged communities and delivered a wide range of walking and biking education and encouragement activities to these schools. Examples of key achievements include:

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- During Clara Barton Elementary's Parent Open House in fall 2023, the Orange County (OC) STEP team engaged with parents/caregivers about the benefits of walking and bicycling to school.
 - Students at Centralia Elementary School participated in a "walking school bus" with help from OC STEP and the local police department.
 - A pedestrian resource fair at Monte Vista Elementary School invited students to learn about safe walking through playing games and practicing walking-to-school skills.
 - A bicycle rodeo at Schmitt Elementary School educated students about safe bicycling practices such as what street signs mean, correct hand signals, and where they can ride their bicycles.
 - In spring 2023, OC STEP hosted a Walk and Roll Festival at Estancia High School for all students in Costa Mesa.

Based on the successes of the original STEP Campaign, feedback received from participating schools, and input from community stakeholders, OCTA has pursued multiple grants to fund the Next STEP project. This project will build on the successes of the education and encouragement efforts of the original STEP Campaign by recruiting a new group of schools and with the added element of providing infrastructure evaluation for the areas immediately surrounding the new slate of selected schools. With the combined efforts of the non-infrastructure programming and infrastructure evaluation, the Next STEP project will continue to support a balanced and safe transportation network for schools throughout Orange County.

OCTA will partner with OCHCA to administer the Next STEP project at an additional 25 public elementary schools serving disadvantaged communities within Orange County. To begin establishing safe travel patterns, staff with subject matter expertise will provide instruction to youth at participating schools. A range of Next STEP activities will be offered based on local interest and time availability. These activities may include providing walking and bicycling safety presentations to student assemblies, walk/bike to school-day events, training directed at both students (during and after school) and/or families (on nights or weekends). To address infrastructure needs at participating schools, roadway safety audits will be conducted in coordination with participating schools, the surrounding communities, and local city staff. This process will identify potential infrastructure improvements, draft concepts, and develop cost estimates for use by cities to implement infrastructure improvements.

Funding was secured to implement the \$2.1 million project through the following grants:

- \$850,000 through a California Transportation Commission Active Transportation Program (ATP)

- \$1.25 million from Southern California Association of Governments Regional Early Action Planning (REAP) 2.0 grant.

No matching funds were required.

Procurement Approach

OCTA's Board of Directors (Board)-approved procurement policies and procedures require that the Board approve all request for proposals (RFP) over \$1,000,000, as well as approve the evaluation criteria and weightings, which will be used to evaluate proposals received in response to the RFP.

The proposed evaluation criteria and weightings are as follows:

- Qualifications of the Firm 20 percent
- Staffing and Project Organization 25 percent
- Work Plan 30 percent
- Cost and Price 25 percent

Several factors were considered in developing the evaluation criteria and weightings. The qualifications of the firm is weighted at 20 percent as the firm's experience in performing relevant work of similar scope, size, and complexity are important to the success of the project. Staffing and project organization is weighted at 25 percent as the qualifications of the project manager and other key task leaders, as well as resource allocation, are critical to understanding the project requirements and successful performance of the work. Work plan is weighted highest at 30 percent to evaluate the technical approach to ensure the project requirements are met and timely delivery of the project. Cost and price is weighted at 25 percent to ensure that OCTA receives value for the services provided.

The contract term for this procurement will be a two-year term. The total cost is anticipated to be approximately \$2.1 million.

This RFP will be released upon Board approval of these recommendations.

Fiscal Impact

This project was approved in OCTA's Fiscal Year 2023-24 Budget, Planning Division, account nos. 1531-7519-A4530-CMK and 1530-7519-A4530-CMQ and will be funded using the state portion of the State of California's ATP and the state-funded REAP 2.0 Program.

Summary

Board of Directors' approval is requested to release Request for Proposals 3-2896 for consultant services to deliver the Next STEP project, as well as approval of the proposed evaluation criteria and weightings.

Attachment

- A. OC STEP Campaign Participating Schools
- B. Draft Request for Proposals (RFP) 3-2896, Next Safe Travels Education Program

Prepared by:

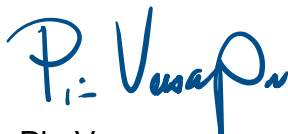


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